

U.S. EMBASSY, NEW DELHI PUBLIC AFFAIRS SECTION GRANTS PROGRAM

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Funding Opportunity Title: NDRFP14-04: Public Advocacy to Counter Violence Against Women

CFDA Number: 19.040 - Public Diplomacy Programs

Date Opened: 5/13/2014

Contact: Grant Applications Manager, U.S. Embassy, New Delhi

Email: ND_GrantApplications@state.gov

Application Deadline: 6/13/2014

12:00 midnight Washington, DC (EDT)

Section I. Funding Opportunity Description

The U.S. Embassy New Delhi's Public Affairs Section is soliciting proposals for a cooperative agreement that meets the specifications stated in Section II from non-governmental organizations, universities and other legally-recognized non-profit institutions that meet Indian and U.S. technical and legal requirements to develop and implement public diplomacy programs as specified by Section II below. Information about the Embassy of the United States of America can be found at: <http://newdelhi.usembassy.gov/>.

Section II. Public Advocacy to counter Violence Against Women

PROGRAM OBJECTIVE

The Public Affairs Section of the U.S. Embassy in New Delhi solicits a proposal for a public advocacy campaign to counter Violence against Women (VAW) in India. The proposal should address the key issues of domestic violence and sexual assault.

The objective of the campaign would be to influence the public discourse on VAW in India to motivate a wide spectrum of key stakeholders to continue action to address VAW, including but not limited to policy makers, the legal profession, activists, and youth leaders.

The critical element to a successful program would be the expertise, capacity, and capability of an American or Indian organization to put together a public advocacy campaign in a manner that is both sensitive and effective.

CREATIVE AND INNOVATIVE CAMPAIGN, KEY STAKEHOLDERS AND TARGET AUDIENCE

The awardee should be able to deploy an innovative and creative campaign to reach out to as many key Indian stakeholders as possible including policy makers, judiciary, police, business leaders, in order to modulate the mindset that places lower importance and urgency on VAW, especially domestic abuse and sexual assault, than other forms of violence.

COOPERATIVE AGREEMENT ACTIVITIES

The awardee would be expected to undertake at least three activities in the course of 18 months from the signing of the Cooperative Agreement (CA) and obligation of funds, to keep up the momentum of the public advocacy campaign.

The activities should deploy media tools to maximize outreach for the issue. The activities could include but would not be limited to advertisement campaigns, radio campaigns, documentary creation, etc.

The cooperative agreement activities should:

- Stress the importance of stopping all forms of violence against women, physical, sexual, and emotional
- Promote gender equality
- Be positive, showcasing the benefits of treating women with respect and dignity and how that in turn benefits families, communities, and countries
- Help advance the national conversation to reduce violence against women
- Be an effective and if possible high visibility campaign

The awardee must receive the approval of the Public Affairs Section of the American Embassy in New Delhi on the proposed activities for this project.

AMERICAN AND INDIAN ORGANIZATIONS TO WORK COLLABORATIVELY

Priority would be given to those proposals where an American and a New-Delhi based Indian organization work collaboratively on this project and share best practices. Proposals are welcome from a New Delhi based Indian organization, who could partner with a leading American organization or from an American organization who can identify a strong Indian partner, located in New Delhi.

However, if no strong proposals are received for American and Indian organizations to work collaboratively, then individual American and Indian awardees would be considered on the strength of their proposal.

The awardee must receive the approval of the Public Affairs Section of the American Embassy in New Delhi on the proposed partner/s for this project.

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American awardee

The American awardee must bring to the table its expertise, U.S. experience and American best practices in shaping and developing the project activities to counter violence against women. The American input could be in diverse areas, including but not limited to public campaigns to address VAW, advocacy with government, sensitization on legal recourse, etc. depending on the focus of the activities and the organizational strengths of the American awardee.

Indian awardee

The Indian awardee must be of high repute with a proven track record of organizing focused programs on sensitive issues such as VAW. The Indian awardee's expertise, knowledge and understanding of the kind of programs and activities that work or do not work in the Indian context, while addressing a sensitive issue such as VAW, would be an important consideration in the selection of the final award.

Expertise in conceptualization of media campaigns, especially in non-English Indian languages, or partnerships with a media organization will be considered extremely positive.

The Indian awardee must have the expertise and ability to identify key stakeholders in India and develop a series of project activities that have a positive impact. They must have the experience of working with a strong network of local contacts and influencers in a range of areas including but not limited to policy makers, the legal community, activists, media and youth leaders.

Ability to work collaboratively in partnership with an American partner will also be considered a positive. Organizations that have previously worked with international partners would be given preference.

SCALABLE PROPOSALS

Embassy New Delhi especially welcomes proposals that are scalable if further funding becomes available. The present cooperative agreement could be the seed funding for a possible multi-year project. While the present project should focus on countering violence against women in India, prospective awardees could also propose phase 2 and 3 of the project to expand the scope of work within India and to the wider South Asia region. Phase 2 and 3 could be considered if additional funding becomes available in subsequent years.

Submission of proposals with phase 2 and 3 is optional.

PROJECT SELECTION

A panel of Embassy staff will review each complete proposal received before the application deadline. The proposal that makes the final cut will have to complete additional U.S. State

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Department forms and registration documents within thirty days of notification in order to receive funding.

Section III. Award Information

1. Funding Type and Amount: Grant/cooperative agreement

- Minimum ("Floor") Award Amount: \$ 50,000
- Maximum ("Ceiling") Award Amount: \$ 80,000

The Public Affairs Section of the American Embassy in New Delhi reserves the right to award less or more than the funds described under circumstances deemed to be in the best interest of the U.S. government, pending the availability of funds and approval of the designated grants officer.

2. Project and Budget Periods: This Grant project must be completed within 18 months or less from the signing of the Cooperative Agreement (CA) and obligation of funds. The Public Affairs Section will entertain applications for continuation grant(s) funded under these awards, within and beyond the initial budget period, on a noncompetitive basis, subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

3. Budget

The budget must cover all expenses associated with this project from conceptualizing the public advocacy campaign to its actual implementation.

American organizations must submit the budget in U.S. dollars. Indian organization must submit the budget in both Indian rupees and U.S. dollars clearly indicating the rate of exchange used.

Applicants must submit two budgets:

- a) Summary budget under the heads indicated below
- b) Detailed budget of all expenses to be incurred

BUDGET		
Budget Summary		
Category	Description/Details	Requested (US \$)
Personnel		
Fringe Benefits		
Travel		
Equipment		
Supplies		
Contractual		
Other Direct Costs		

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Indirect Costs		
Total Requested		
Contributions		
Project Total		

Depending on the project activities, the budget could include but not be limited to:

- Costs associated with developing a media product
- Campaign/publicity material including developing a new website
- Production of and placement of radio spots
- Production of documentary and its dissemination costs
- Economy class roundtrip airfare, lodging, and per diem costs of expert speakers if organizing a workshop
- Workshop venue rentals
- Lunch and coffee/tea break service for program days
- All workshop venue related expenses beyond rental (utilities, back-up generator, and others)
- Workshop materials
- Audio-visual requirements
- Travel Agency expenses
- Invitations

Section IV. Basic Eligibility Information

1. Nonprofit. The U.S. Embassy New Delhi Public Affairs Section only accepts applications from non-governmental organizations, universities and think-tanks that meet U.S. and (as required) Indian technical and legal requirements.

2. Proper and complete registrations and rights. Applicants must acquire all required registrations in the United States and India. All intellectual property considerations and rights must be fully met in the United States and India.

3. Additional requirements may apply if necessary.

Section V. Application Submission and Deadline

See “How to Apply” (<http://www.grants.gov/web/grants/applicants/apply-for-grants.html>) on Grants.gov for complete details on requirements, and note the following highlights:

1. Register. American and Indian organizations not registered with Grants.gov should register well in advance of the deadline. It can take weeks to finalize registration (sometimes longer for non-U.S. based NGOs) to get the required registration numbers. To register with Grants.gov, organizations must first receive a DUNS number <http://fedgov.dnb.com/webform> and SAM registration (<https://www.sam.gov>). Organizations that do not have a valid DUNS and SAM

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registration will not be able to upload their applications to Grants.gov. In addition, Indian organizations must have registered and received a Foreign Contribution Regulation Act (FCRA) number from the Government of India.

2. Submit proposal. Proposals must be submitted to Grants.gov; only applications from Grants.gov will be considered. Please send any queries to the following email address: ND_GrantApplications@state.gov. The subject line of your email should be as follows: Applicant Organization name – NDRFP14-04: “Public Advocacy to counter Violence Against Women.”

Do not wait until the last minute to submit your application on Grants.gov. Applicants who have done so in the past and experienced technical difficulties were not able to meet the deadline. We recommend that organizations, particularly first-time applicants, submit applications via Grants.gov early to avoid last-minute technical difficulties that could result in an application not being considered.

If you encounter technical difficulties with Grants.gov please contact the Grants.gov Help Desk at support@grants.gov or by calling 1-800-518-4726 in the U.S.

Applications must be submitted by an Authorized Organization Representative (AOR) of the applicant organization. Having proposals submitted by agency headquarters helps to avoid possible technical problems. Non-AOR personnel submitting applications will be rejected in Grants.gov.

Pursuant to U.S. Code, Title 218, Section 1001, stated on OMB Standard Form 424 (SF-424), Department of State is authorized to consolidate the certifications and assurances required by Federal law or regulations for its federal assistance programs. Please refer to the link below for a list of certifications and assurances:

http://fa.statebuy.state.gov/content.asp?content_id=161&menu_id=68

Applications are accepted in English only. Final grant/cooperative agreement and any subsequent amendments will be concluded in English.

3. Proposal plus SF-424. When submitting a proposal, applicants are required to fill out a detailed budget and the Federal Assistance Application Standard Form 424, 424-A and 424-B. In particular, please use the two following attachments: “U.S. EMBASSY GRANT/COOPERATIVE AGREEMENT - SUGGESTED APPLICATION FORMAT.” While the cooperative agreement proposal format is somewhat flexible, we recommend you use the template as a starting point, and add additional information as necessary. Please insert “Applicant Organization name – NDRFP14-04: Public Advocacy to Counter Violence Against Women” in the header, along with page numbers, on every page of your application.

At the minimum, your proposal should include:

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- **Key personnel:** Name of the organization, address, phone/fax number/e-mail address, name and title of director (or person who is to sign the grant/cooperative agreement) and other significant staff members, particularly those who will be involved in the project and budget specifics. Provide an executive summary of the project description (no more than one page) with reference to the amount and duration of the funding request.
- **Description:** Applicants must submit a full description of the organization and its expertise to organize and manage all aspects of this particular project.
- **Justification:** This is a very important aspect of the proposal and applicants should pay particular attention to it. Define what the project will accomplish, and how will it benefit stakeholders. Please do not exceed one page.
- **Activities:** Outline a plan of action that describes the scope and detail of how the proposed work will be accomplished. Provide an overview of the full sequence of proposed project activities, including beginning and end dates and locations of events. Account for all functions or activities identified in the application.
- **Accomplishments, monitoring and evaluation, and sustainability:** Provide quantitative monthly or quarterly projections of the accomplishments to be achieved for each function or activity. When accomplishments cannot be quantified by activity or function, list them in chronological order to show the schedule of accomplishments and their target dates. Describe how you plan to monitor progress, and determine overall success and impact of the program. Note how you expect the impact of the project will be sustained over time, and by whom.
- **Budget:** Provide a detailed budget of every cost associated with the project. The more information and detail that you provide about the proposed budget, with a budget narrative, the better we can determine the viability and completeness of your proposal. For the budget line item “indirect costs” or “administrative overhead,” any figure you provide without a specific breakout will be returned for additional information or rejected. If your organization has an approved “Negotiated Indirect Cost Rate Agreement” or NICRA, please note that on your application and provide supporting documentation. Please also include the types and amounts of funding your organization has already received for the current project. Budgets must be calculated in Indian rupees and U.S. dollars (Indian applicants) or U.S. dollars (U.S. applicants). Please note that the Fly America Act requires that anyone whose air travel is financed by U.S. Government funds to utilize the economy class services of a U.S. flag carrier.

Please also note that U.S. Embassy New Delhi grant/cooperative agreements CANNOT be used to fund religious organizations or partisan political activity; individual trips abroad (i.e., out of India); trade activities; fundraising campaigns; commercial projects; scientific research; projects whose primary aim is the institutional development of the organization; ongoing operational expenses; infrastructure; or purely representational expenses.

Section VI. Review and Selection Process

1. Criteria. Each application submitted under this announcement will be evaluated and rated on the basis of the criteria enumerated in Section VII below. The criteria are designed to assess the quality of the proposed project, and to determine the likelihood of its success. The criteria are closely related and are considered as a whole in judging the overall quality of an application. Applications will be reviewed on the basis of their fullness, coherence, clarity, and attention to detail. Points are awarded only to applications that are responsive within the context of this program announcement.

2. Acknowledgement of receipt. Applicants will receive acknowledgment of receipt of their proposal. A technical review panel will review the proposal and, based upon the criteria noted below, assess the general qualification. A qualitative determination will be made regarding the program's proposed area of activity and the Mission's strategic goals, and those proposals that are deemed to be the best fit will be given additional consideration. A proposal that is approved but not funded will be kept on file for one year should the panel wish to reconsider, or if additional resources become available.

3. Follow up notification. Organizations whose applications were not approved or funded will be notified in writing.

Section VII. Application Evaluation Criteria

1. Completeness of Proposal. The proposal meets all of the outstanding technical and logistical criteria required in this cooperative agreement, addressing the objectives as noted in Section II above. (15 points)

2. Innovation. Applicant clearly describes how its proposal will address the requested program within the proposed time frame and articulates an innovative strategy or plan. (15 points)

3. Institutional and organizational capacity. The organization demonstrates expertise in organizing and managing this project, with subject matter expertise for both the form and the content of the conference. Where project partners are included, the applicant details each partner's respective role, provides partner organization information and résumés for all persons responsible for the project and its financial administration. (30 points)

4. Budget and narrative justification. The budget and narrative justification are complete and reasonable in relation to the proposed activities and anticipated results. The plan for services and related cost estimates is realistic. (20 points)

5. Monitoring and evaluation. The proposal outlines in detail how program success and impact will be determined, and may include pre and post program analysis. (10 points)

6. Sustainability. The project builds capacity and demonstrates sustainable capacity-building between the Indian and American organizations. The proposal describes how activities will be carried on after the grant/cooperative agreement program ends which may include (but not be limited to) continued involvement of stakeholders; future commitment of funding; on-going training; planned meetings of program participants. (10 points)

Section VIII. Award Administration

1. Award notices: The grant or cooperative agreement award shall be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is the U.S. government official delegated the authority by the U.S. Department of State Procurement Executive to write, award, and administer grants and cooperative agreements. The assistance award agreement is the authorizing document and it will be provided to the recipient. The awardee is likely to interact mostly with a Grants Officer Representative (GOR).

2. Anticipated time to award: Applicants of successful proposals will generally be notified within 90 days after the submission deadline.

3. Reporting requirements: All awards issued under this announcement require both program and financial reports on a frequency specified in the award agreement. The disbursement of funds may be tied to submission of these reports in a timely manner. All other details related to award administration will be specified in the award agreement. The point of contact for questions or issues related to the administration of the grant/cooperative agreement will be specified in the award agreement.